

ABSTRACT OF THE DISCLOSURE

A network apparatus includes a plurality of service-option resources, each resource having a respective numerical network address. An address server stores the numerical network addresses together with a respective logical name corresponding to each numerical network address. The address server responds to queries by providing a numerical network address corresponding to a logical name contained in a respective query. A plurality of service selection gateways are coupled to the service-option resources and the address server. Each service selection gateway 1) receives user traffic from a respective user directed to a nominal destination, 2) determines if the nominal destination should be redirected to a respective logical name corresponding to one of the service-option resources in response to a respective user profile, and 3) queries the address server for a respective numerical network address to redirect according to the respective logical name.